



Quick tips

from KGUN9 Don Davis video

Quick Tips

- Keep it short. First line equals why the story matters now. Follow up should be short, polite, and no more than two sentences.
- Target the right person. Match your pitch to reporters feet, including local angle for local outlets.
- Follow up once by phone or e-mail within 24 to 48 hours. If no response, be brief and offer something new. A quote data or a visual.

Target your pitch? To learn more about our reporters, visit

www.kgun9.com/the-kgun9-team

What to include in your media advisory?

- Keep it to one page headline.
- Who, what, where, when, Why?
- One paragraph? Nut graph? (the hook and impact)
- Logistics: time, exact location with address, and parking and media check-in.
- Visual opportunities, (specific shots)
- Available. Spokesperson and brief.

Visuals / B-roll checklist (What to offer)

- Action shots, (people receiving services, volunteers at work)
- Emotional close up (a subject willing to speak on camera)
- Wide establishing soft shots with signature logo.
- Quick cutaways (materials tools handoffs)
- Short natural sounds segments

Live shot remote ready checklist

- Strong quiet location with good lighting
- Clear camera background with branding
- Spokesperson mic-ready and practiced
- Power, phone, internet options and backup plan
- Permit or site access confirmed
- Producer content and estimated segment length

Things that increased pickup

- A clear human protagonist reporters can interview
- High impact numbers or milestones (volunteer counts, funds raised)
- Local tie or deadline (schools start, storm response)
- Quick access to victims/beneficiaries who can speak on camera (with releases)

Avoid these mistakes

- Sending long attachments without a short pitch
- Not offering visuals or on site access
- Unprepared spokespeople who ramble
- Late logistics or uncertainty about permissions

How to write a media advisory with free samples

<https://fitsmallbusiness.com/how-to-write-a-media-advisory/>

How to write a press release (free template)

<https://events.wharton.upenn.edu/event-planning/press-release-template/>

Free Press Kit templates

<https://www.smartsheet.com/free-press-kit-templates>



Good luck. Feel free to reach out:

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